

# CONTRACT



**Journal Broadcast Group**  
**720 E Capitol Dr**  
**Milwaukee, WI 53212-1308**  
**(414)332-9611**

www.todaystmj4.com

And:

**Shorr, Johnson, Magnus**  
**1831 Chestnut St.**  
**Suite 602**  
**Philadelphia, PA 19103**

|   |   |  |
|---|---|--|
| <u>Contract / Revision</u><br>360695 /              |   | <u>Alt Order #</u>                                     |
| <u>Product</u><br><b>Tammy Baldwin</b>              |   |  |
| <u>Contract Dates</u><br><b>10/09/12 - 10/15/12</b> |   | <u>Estimate #</u>                                      |
| <u>Advertiser</u><br><b>Baldwin/D/US Senate</b>     |   | <u>Original Date / Revision</u><br>10/03/12 / 10/03/12 |
| <u>Billing Cycle</u><br>EOM/EOC                     | <u>Billing Calendar</u><br>Broadcast        | <u>Cash/Trade</u><br>Cash                              |
| <u>Station</u><br><b>WTMJ</b>                       | <u>Account Executive</u><br>Anjanette Brady | <u>Sales Office</u><br>Petty-Philadelph                |
| <u>Special Handling</u>                             |   |  |
| <u>Demographic</u><br>Adults 25-54                  |   |  |
| <u>IDB#</u>   | <u>Advertiser Code</u>                      | <u>Product Code</u>                                    |
| <u>Agency Ref</u>                                   |   | <u>Advertiser Ref</u>                                  |

| *Line | Ch    | Start Date        | End Date        | Description            | Start/End Time | Days | Length | Spots/<br>Week    | Rate        | Type | Spots | Amount     |
|-------|-------|-------------------|-----------------|------------------------|----------------|------|--------|-------------------|-------------|------|-------|------------|
| N 1   | WTMJ  | 10/09/12          | 10/12/12        | Live at Daybreak       | 6a-7a          |      | :30    |                   |             | NM   | 4     | \$2,200.00 |
|       |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>        |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
|       | Week: | 10/08/12          | 10/14/12        | - TWTF - -             |                |      |        | 4                 | \$550.00    |      |       |            |
| N 2   | WTMJ  | 10/15/12          | 10/15/12        | Live at Daybreak       | 6a-7a          |      | :30    |                   |             | NM   | 1     | \$550.00   |
|       |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>        |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
|       | Week: | 10/15/12          | 10/21/12        | M - - - - -            |                |      |        | 1                 | \$550.00    |      |       |            |
| N 3   | WTMJ  | 10/09/12          | 10/12/12        | Live at Daybreak-Early | 5a-6a          |      | :30    |                   |             | NM   | 3     | \$750.00   |
|       |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>        |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
|       | Week: | 10/08/12          | 10/14/12        | - TWTF - -             |                |      |        | 3                 | \$250.00    |      |       |            |
| N 4   | WTMJ  | 10/15/12          | 10/15/12        | Live at Daybreak-Early | 5a-6a          |      | :30    |                   |             | NM   | 1     | \$250.00   |
|       |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>        |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
|       | Week: | 10/15/12          | 10/21/12        | M - - - - -            |                |      |        | 1                 | \$250.00    |      |       |            |
| N 5   | WTMJ  | 10/09/12          | 10/12/12        | Today Show M-F         | 7a-9a          |      | :30    |                   |             | NM   | 4     | \$2,000.00 |
|       |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>        |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
|       | Week: | 10/08/12          | 10/14/12        | - TWTF - -             |                |      |        | 4                 | \$500.00    |      |       |            |
| N 6   | WTMJ  | 10/15/12          | 10/15/12        | Today Show M-F         | 7a-9a          |      | :30    |                   |             | NM   | 1     | \$500.00   |
|       |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>        |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
|       | Week: | 10/15/12          | 10/21/12        | M - - - - -            |                |      |        | 1                 | \$500.00    |      |       |            |
| N 7   | WTMJ  | 10/09/12          | 10/12/12        | Live at 4:30 News      | 430p-5p        |      | :30    |                   |             | NM   | 4     | \$1,400.00 |
|       |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>        |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
|       | Week: | 10/08/12          | 10/14/12        | - TWTF - -             |                |      |        | 4                 | \$350.00    |      |       |            |
| N 8   | WTMJ  | 10/15/12          | 10/15/12        | Live at 4:30 News      | 430p-5p        |      | :30    |                   |             | NM   | 1     | \$350.00   |
|       |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>        |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
|       | Week: | 10/15/12          | 10/21/12        | M - - - - -            |                |      |        | 1                 | \$350.00    |      |       |            |
| N 9   | WTMJ  | 10/09/12          | 10/12/12        | Live at 6 News         | 6-630p         |      | :30    |                   |             | NM   | 3     | \$1,950.00 |
|       |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>        |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
|       | Week: | 10/08/12          | 10/14/12        | - TWTF - -             |                |      |        | 3                 | \$650.00    |      |       |            |
| N 10  | WTMJ  | 10/15/12          | 10/15/12        | Live at 6 News         | 6-630p         |      | :30    |                   |             | NM   | 1     | \$650.00   |
|       |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>        |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
|       | Week: | 10/15/12          | 10/21/12        | M - - - - -            |                |      |        | 1                 | \$650.00    |      |       |            |
| N 12  | WTMJ  | 10/09/12          | 10/12/12        | Live at 5 News         | 5p-530p        |      | :30    |                   |             | NM   | 4     | \$2,400.00 |
|       |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>        |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
|       | Week: | 10/08/12          | 10/14/12        | - TWTF - -             |                |      |        | 4                 | \$600.00    |      |       |            |

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. Journal Broadcast Group and its stations do not discriminate in advertising contracts on the basis of race or ethnicity, and will not accept any advertising which is intended to discriminate on the basis of race or ethnicity. Advertiser represents and warrants that it is not purchasing advertising time from Journal Broadcast Group or its stations that is intended to discriminate on the basis of race or ethnicity.



**Journal Broadcast Group**  
**720 E Capitol Dr**  
**Milwaukee, WI 53212-1308**  
**(414)332-9611**

www.todaystmj4.com

|  |                                 |  |
|--|---------------------------------|--|
| <u>Contract / Revision</u><br>360695 /       |                                 | <u>Alt Order #</u>                                     |
| <u>Contract Dates</u><br>10/09/12 - 10/15/12 | <u>Product</u><br>Tammy Baldwin | <u>Estimate #</u>                                      |
| <u>Advertiser</u><br>Baldwin/D/US Senate     |                                 | <u>Original Date / Revision</u><br>10/03/12 / 10/03/12 |

| *Line  | Ch   | Start Date        | End Date        | Description               | Start/End Time | Days | Length | Spots/Week        | Rate        | Type | Spots | Amount      |
|--------|------|-------------------|-----------------|---------------------------|----------------|------|--------|-------------------|-------------|------|-------|-------------|
|        |      |                   |                 |                           |                |      |        |                   |             |      | 1     | \$1,500.00  |
| N 13   | WTMJ | 10/10/12          | 10/10/12        | Law & Order               | 9p-10p         |      | :30    |                   |             | NM   |       |             |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |             |
| Week:  |      | 10/08/12          | 10/14/12        | --W----                   |                |      |        | 1                 | \$1,500.00  |      |       |             |
|        |      |                   |                 |                           |                |      |        |                   |             |      | 2     | \$800.00    |
| N 14   | WTMJ | 10/09/12          | 10/12/12        | Access Hollywood          | 630p-7p        |      | :30    |                   |             | NM   |       |             |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |             |
| Week:  |      | 10/08/12          | 10/14/12        | -TWTF--                   |                |      |        | 2                 | \$400.00    |      |       |             |
|        |      |                   |                 |                           |                |      |        |                   |             |      | 1     | \$400.00    |
| N 15   | WTMJ | 10/15/12          | 10/15/12        | Access Hollywood          | 630p-7p        |      | :30    |                   |             | NM   |       |             |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |             |
| Week:  |      | 10/15/12          | 10/21/12        | M-----                    |                |      |        | 1                 | \$400.00    |      |       |             |
|        |      |                   |                 |                           |                |      |        |                   |             |      | 3     | \$1,500.00  |
| N 16   | WTMJ | 10/09/12          | 10/12/12        | Tonight Show              | 1035p-1137p    |      | :30    |                   |             | NM   |       |             |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |             |
| Week:  |      | 10/08/12          | 10/14/12        | -TWTF--                   |                |      |        | 3                 | \$500.00    |      |       |             |
|        |      |                   |                 |                           |                |      |        |                   |             |      | 1     | \$500.00    |
| N 17   | WTMJ | 10/15/12          | 10/15/12        | Tonight Show              | 1035p-1137p    |      | :30    |                   |             | NM   |       |             |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |             |
| Week:  |      | 10/15/12          | 10/21/12        | M-----                    |                |      |        | 1                 | \$500.00    |      |       |             |
|        |      |                   |                 |                           |                |      |        |                   |             |      | 4     | \$5,000.00  |
| N 18   | WTMJ | 10/09/12          | 10/12/12        | Live at 10pm M-F          | 10p-1035p      |      | :30    |                   |             | NM   |       |             |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |             |
| Week:  |      | 10/08/12          | 10/14/12        | -TWTF--                   |                |      |        | 4                 | \$1,250.00  |      |       |             |
|        |      |                   |                 |                           |                |      |        |                   |             |      | 1     | \$1,250.00  |
| N 19   | WTMJ | 10/15/12          | 10/15/12        | Live at 10pm M-F          | 10p-1035p      |      | :30    |                   |             | NM   |       |             |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |             |
| Week:  |      | 10/15/12          | 10/21/12        | M-----                    |                |      |        | 1                 | \$1,250.00  |      |       |             |
|        |      |                   |                 |                           |                |      |        |                   |             |      | 1     | \$1,250.00  |
| N 20   | WTMJ | 10/14/12          | 10/14/12        | Live at 10pm Sunday       | 10p-1035p      |      | :30    |                   |             | NM   |       |             |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |             |
| Week:  |      | 10/08/12          | 10/14/12        | -----S                    |                |      |        | 1                 | \$1,250.00  |      |       |             |
|        |      |                   |                 |                           |                |      |        |                   |             |      | 1     | \$125.00    |
| N 21   | WTMJ | 10/09/12          | 10/12/12        | Live at 3:00 News         | 3p-4p          |      | :30    |                   |             | NM   |       |             |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |             |
| Week:  |      | 10/08/12          | 10/14/12        | -TWTF--                   |                |      |        | 1                 | \$125.00    |      |       |             |
|        |      |                   |                 |                           |                |      |        |                   |             |      | 1     | \$250.00    |
| N 22   | WTMJ | 10/13/12          | 10/13/12        | Today Show Saturday       | 6a-8a          |      | :30    |                   |             | NM   |       |             |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |             |
| Week:  |      | 10/08/12          | 10/14/12        | -----S-                   |                |      |        | 1                 | \$250.00    |      |       |             |
|        |      |                   |                 |                           |                |      |        |                   |             |      | 1     | \$100.00    |
| N 23   | WTMJ | 10/09/12          | 10/12/12        | Access Hollywood Live-2pm | 2pm-3pm        |      | :30    |                   |             | NM   |       |             |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |             |
| Week:  |      | 10/08/12          | 10/14/12        | -TWTF--                   |                |      |        | 1                 | \$100.00    |      |       |             |
| Totals |      |                   |                 |                           |                |      |        |                   |             |      | 44    | \$25,675.00 |

| Time Period         | # of Spots | Gross Amount       | Net Amount         |
|---------------------|------------|--------------------|--------------------|
| 10/01/12 - 10/15/12 | 44         | \$25,675.00        | \$21,823.75        |
| <b>Totals</b>       | <b>44</b>  | <b>\$25,675.00</b> | <b>\$21,823.75</b> |

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. Journal Broadcast Group and its stations do not discriminate in advertising contracts on the basis of race or ethnicity, and will not accept any advertising which is intended to discriminate on the basis of race or ethnicity. Advertiser represents and warrants that it is not purchasing advertising time from Journal Broadcast Group or its stations that is intended to discriminate on the basis of race or ethnicity.